

CLAIMS:

What is claimed is:

1. A method for delivering specific enhanced content to a set-top box whereby said content can be correctly utilized by said set-top box comprising;

receiving a trigger included in a video signal input at said set-top box that indicates enhanced content is available;

5 establishing a communication link between a server operated by a data service provider and said set-top box;

identifying said set-top box through said communication link;

responding by said server to said identification by transmitting said enhanced content to said set-top box;

10 receiving enhanced data content by said set-top box for generation of enhanced display.

2. The method of claim 1 wherein the said signal sent by the set-top box requests specific type content only.

3. The method of claim 1 wherein the server responds to said signal set by said set-top box and said server establishes identity of said set-top box and only transmits enhanced content specific to that type of said set-top box.

4. The method of claim 1 wherein said trigger is located in the vertical blanking interval of the video signal input.

5. The method of claim 1 wherein said trigger is a command string written in Advanced Television Enhancement Forum compliant code.

6. The method of claim 1 wherein said communication link is Hyper Text Transfer Protocol.

7. A method for delivering specific enhanced content to a set-top box whereby said content can be correctly utilized by said set-top box comprising;

receiving a trigger included in a video signal input at said set-top box that indicates enhanced content is available;

5 establishing a communication link between a server operated by a data service provider and said set-top box;

sending a signal from said set-top box to said server through said communication link;

10 decoding a signal header by said server to establish said set-top box identity;

responding by said server to said signal by transmitting said enhanced content corresponding to said identity of said set-top box;

receiving the enhanced data content by said set-top box for generation of an enhanced display.

8. The method of claim 1 wherein said trigger is located in the vertical blanking interval of the video signal input.

9. The method of claim 1 wherein said trigger is a command string written in Advanced Television Enhancement Forum compliant code.

10. The method of claim 1 wherein said communication link is Hyper Text Transfer Protocol.

11. A method for delivering specific enhanced content to a set-top box whereby said content can be correctly utilized by said set-top box comprising;

receiving a trigger included in a video signal input at said set-top box that indicates enhanced content is available;

5 establishing a communication link between a server operated by a data service provider and said set-top box;

sending a signal from said set-top box to said server through said communication link;

decoding a signal header by said server to establish said set-top box identity;

10 responding by said server to said signal by transmitting said enhanced content corresponding to said identity of said set-top box;

receiving the enhanced data content by said set-top box for generation of an enhanced display.

12. The method of claim 11 wherein said trigger is located in the vertical blanking interval of the video signal input.

13. The method of claim 11 wherein said trigger is a command string written in Advanced Television Enhancement Forum compliant code.

14. The method of claim 11 wherein said communication link is Hyper Text Transfer Protocol.

15. A system for delivering specific enhanced content to a set-top box whereby said content can be correctly utilized by said set-top box comprising;

a set-top box that receives a trigger encoded in a video signal indicating that enhanced content is available, and in response to said trigger sends a signal
5 containing header information conveying identification and location information of said set-top box;

a server that receives said signal and responds to said signal by transmitting enhanced content to said set-top box;

10 wherein said a set-top box receives said enhanced content and generates an enhanced display.

16. The system of claim 15 wherein the said signal sent by the set-top box requests a specific type of content only.

17. The system of claim 15 wherein the server responds to said signal from said set-top box and only transmits enhanced content specific to that type of said set-top box.

18. The system of claim 15 wherein said trigger is located in the vertical blanking interval of the video signal input.

19. The system of claim 15 wherein said trigger is a command string written in Advanced Television Enhancement Forum compliant code.

20. The system of claim 15 wherein said communication link is Hyper Text Transfer Protocol.